

SWISS WITH US



NEWS & VIEWS



From the Embassy of Switzerland in the U.S.

Soirée Suisse edition / September 2023

From the Ambassador's desk

Dear Friends of Switzerland,

Last week, my wife, Angélique, and I had the honor of hosting over 1,300 guests at our annual Soirée Suisse. Even after four years serving as the Swiss ambassador to the United States, I remain impressed by the strength of our bilateral relationship. At the Soirée Suisse, I had the privilege of engaging with prominent figures from politics, industry, research, and the media, from both Switzerland and the United States. It was heartening to witness the mutual respect and admiration they hold for each other. Switzerland's enduring impact in the United States continues to be extraordinary, and it was therefore our honor to introduce [SWISS IMPACT](#) to our friends, colleagues, and new acquaintances. This recently launched website highlights the breadth and depth of Switzerland's presence in the United States, with a particular focus on innovation, economic relations, sustainability, international partnership, and culture.

Even as we highlight Switzerland's current accomplishments, our nation also boasts a rich history of innovation. We embrace our traditions while maintaining a commitment to innovation and modernization. Consequently, this year's Soirée Suisse was aptly themed "Make it Swiss! Tradition Meets Innovation." We aimed to showcase how the concept of "Made in Switzerland" has evolved over time, all while maintaining a globally recognized standard of excellence.

One outstanding company that embodies Swiss innovation was recognized this year as the recipient of the Embassy of Switzerland Gallatin Award: maxon, a company that has truly brought Switzerland's innovative spirit to new heights. Maxon has transitioned from a small company founded in the Swiss Alps to a global leader in high-precision drive technology, which has invaluable applications in fields such as medicine, aerospace, industrial automation, and robotics. For instance, several critical components of NASA's Perseverance rover, which touched down on Mars in early 2021, were developed by maxon—a testament to their latest contributions to space technology. You can learn more about maxon's journey at Soirée Suisse below.

The Soirée Suisse also featured a few other outstanding examples of Swiss ingenuity. Guests had the chance to virtually experience Stadler Rail's forthcoming metro trains, set to debut in Atlanta, explore the limited USM NYC collection by Swiss Designer Ben Ganz for USM Modular Furniture, engage in thrilling racing games by Swiss studio Ninoko, and delve into cutting edge diagnostic instruments by Roche. Scroll down to revisit this year's highlights from some of Switzerland's most innovative companies.

Lastly, I wish to express my heartfelt gratitude to our 42 sponsors. Without their support, an event of this magnitude and grandeur would simply not be feasible. Special thanks go out to our partner sponsor, UBS, a global financial institution, a pillar of the Swiss economy, and a significant presence in the United States.

As we fondly reminisce about the delightful evening, our work at the Embassy is just kicking into gear again. Washington, DC, has emerged from its summer break and we eagerly anticipate what the rest of the year holds in store for us.

Sincerely,



Jacques Pitteloud is the Ambassador of Switzerland to the United States of America.

From the Swiss Alps to Planet Mars: 2023 Gallatin Awardee maxon



Ambassador Jacques Pitteloud and Bill Nye presented the 2023 Embassy of Switzerland Gallatin Award to maxon CEO Christopher Blake.

Maxon's journey began modestly in 1961 in rural Obwalden, crafting shear foils for electric razors. Today, with a global workforce of approximately 3,300 employees, maxon is a leading provider of high-precision drive systems used in medical prostheses, surgical devices, and even NASA's Mars rovers.

At the Soirée Suisse, Ambassador Pitteloud had the honor of presenting maxon with this year's Embassy of Switzerland Gallatin Award. The award symbolizes the spirit and achievements of Albert Gallatin, a pioneer in the relationship between Switzerland and the United States. For the presentation of the award, the Ambassador was joined by legendary science educator Bill Nye, an expert in mechanical engineering and a passionate advocate for space exploration.

The Ambassador and Mr. Nye recognized maxon, represented by CEO Christopher Blake, for its ingenuity and visionary engineering, as well as for being outstanding ambassadors for Switzerland and its excellence in innovation.



Rail Revolution: Stadler Rail's Impact on American Transit

From planetary exploration back to Earth-bound transportation: Stadler Rail presented its latest innovations in the railway sector at the 2023 Soirée Suisse. An emblem of transformation and modernization in the rail industry, Stadler Rail has continuously pushed boundaries.

Founded in Switzerland over eight decades ago, Stadler has grown into a global trailblazer in rail transport. In recent years, its expansion into the United States has been marked by groundbreaking advancements, including the [MARTA project in Atlanta](#), aimed at modernizing transit systems and improving passenger services.

Equipped with virtual reality headsets, visitors at the Soirée Suisse had the chance to experience Stadler's latest metro cars set to be used in Atlanta. Switzerland is world-renowned for its complex and highly efficient train network; companies like Stadler Rail help bring a piece of the Swiss ethos of precision and quality to the United States.

"Stadler was thrilled to be able to support the Soirée Suisse again this year. We always enjoy the evening with fantastic food, wonderful music, and delightful people. We are proud to be part of bringing Swiss technology and innovation to the US. This year, we were able to showcase our trains through virtual reality. Thanks for letting us be a part of this remarkable evening!"

- Martin Ritter, CEO, Stadler US



Guests explored a groundbreaking new transit system in virtual reality with Stadler Rail.

Swiss Craftsmanship Meets American Innovation: Showcasing USM Modular Furniture's Success



A timeless classic in new shapes and colors: Ben Ganz's limited edition USM Modular Furniture collection.

Switzerland is not only known for its attention to detail and craftsmanship in industry; since the 1950s, Swiss design has become a beacon of minimalistic and sophisticated style. USM Modular Furniture serves as an excellent illustration of modern Swiss aesthetic sensibilities.

USM, a Swiss family-run business founded in 1885 as a metalworking and locksmith business, has become globally recognized for its timeless design and high-quality modular furniture systems. In the United States, the iconic USM Haller modular furniture line can be found in elegant office suites, homes of discerning customers, and, since 2001, in the collection of the Museum of Modern Art (MoMA) in New York City.

Swiss designer Ben Ganz drew inspiration from the cityscapes of New York for [his limited edition USM Modular Furniture collection](#). An installation of colorful and vibrant furniture designed by Mr. Ganz offered visitors at the Soirée Suisse the opportunity to witness the ongoing evolution of an enduring Swiss classic.

"USM Modular Furniture's first experience of the hospitality and ingenuity on display at Soirée Suisse was very positive. USM is honored to be featured in this year's theme of Swiss design and innovation. The welcoming atmosphere at the Ambassador's residence, a beautiful Steven Holl designed space, left us already thinking about returning next year!"

- Jon Thorson, CEO, USM North America

Exploring Swiss Excellence in Gaming: Ninoko

Soirée Suisse isn't just about showcasing Swiss culture and innovation; it's also about having fun. This year, Ninoko, an independent gaming studio, founded by Pierre Lippuner, Denise Hohl, and Jan Schneider in Zurich in 2020, added a competitive twist to the event.

Switzerland's blossoming gaming industry is growing with creative minds and unique ideas. Ninoko's take on legendary racing games exemplifies this spirit of pushing boundaries with a small team.

Ninoko challenged guests to a competitive round of [Ultimate Godspeed](#), the company's upcoming multiplayer game, at Soirée Suisse 2023. Guests with a competitive drive faced off in *Ultimate Godspeed* and, impressed by the immersive gameplay, learned to associate Switzerland with a growing industry in the sphere of Swiss innovation.

"The Soirée Suisse was a great experience where we had the opportunity to showcase our game and introduce our studio. This event was a fantastic opportunity to raise awareness and cultivate interest in the gaming industry in Switzerland, which holds immense economic and creative potential. Swiss games are up and coming and are here to stay."

- Denise Hohl, Co-Founder, Ninoko



Let the games begin: Ninoko offered an exclusive preview of its upcoming multiplayer game.

Roche, a Swiss Triumph in Healthcare Innovation



At the Roche activation, guests learned about recent innovations in diagnostics and digital healthcare solutions.

Roche is rewriting the narrative of healthcare through groundbreaking advancements and steadfast dedication. A global pharmaceutical company with a legacy spanning over a century, Roche has consistently pushed the boundaries of science to improve and extend the lives of millions worldwide in the face of the world's most critical medical challenges.

Roche's adaptability and personalized care approach are inspiring in a rapidly changing world. Since 1896, this company has changed the landscape of the pharmaceutical sector, as well as that of Switzerland and the United States. In the U.S. alone, Roche employs over 8,000 people.

Guests at the Soirée Suisse were introduced to Roche's diagnostics division. Since its beginnings in the 1960s, Roche diagnostics products have evolved from relatively simple laboratory tests to highly-complex digital solutions. Major pharmaceutical companies like Roche are crucial to the Swiss economy and help strengthen Swiss-U.S. bilateral relations in research and business.

"Thank you to the Embassy of Switzerland in the United States of America for inviting us to showcase the robust partnership between Roche and the United States. The spirit of innovation that is woven through our company has its origin in Switzerland, and it is this same spirit that has allowed us to transform healthcare across the globe over the last 125 years. It was an honor to represent Roche's commitment to creating a world where we all have more time with the people we love."

- Bridgette Lang, Account Executive, Roche Diagnostics Corporation

UBS: Bridging Tradition and Innovation in Swiss Banking



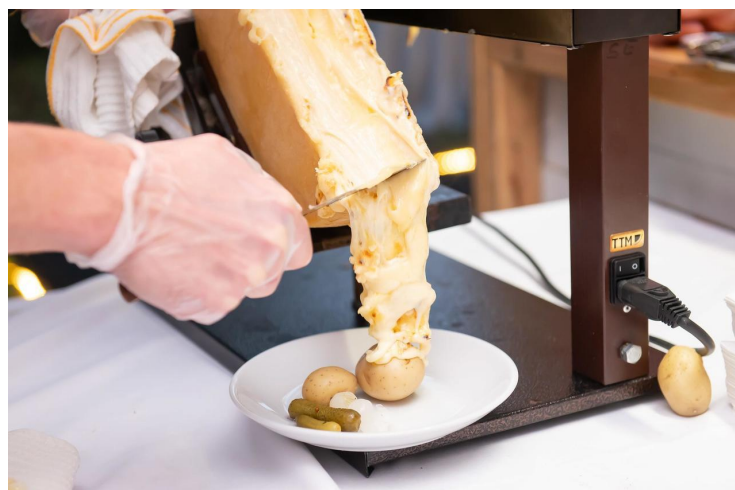
The partner sponsor at this year's Soirée Suisse, for the second year in a row, was UBS.

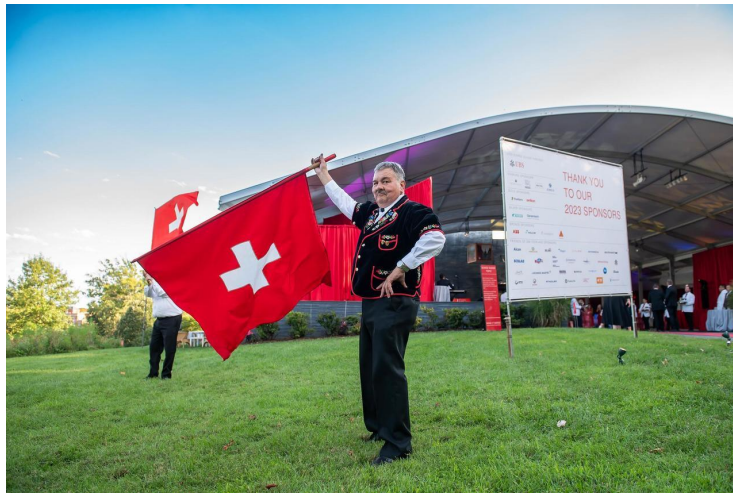
In the world of global banking, UBS stands out as a symbol of Switzerland's tradition in the finance sector and its commitment to innovation. The Embassy of Switzerland in the United States was honored to once again welcome UBS as its partner sponsor for the 2023 Soirée Suisse.

Founded in 1862 and headquartered in Zurich, UBS has seamlessly blended Swiss tradition with cutting-edge financial services. The bank's commitment to innovation is evident in its digital wealth management and sustainable investment strategies. While UBS continuously explores new frontiers, it has also preserved its timeless value and remains a highly recognizable Swiss brand.

The influence of Swiss financial institutions extends deeply across the United States, where UBS advises clients across all 50 states and employs over 20,000 individuals, highlighting Switzerland's enduring tradition and impact on a global scale.

Swiss Cultural Traditions Live On





While Switzerland is constantly evolving and innovating, some things never change.

The Swiss cultural offerings on display that evening also served as a reminder of how the country's traditions have evolved over time, while remaining inextricably linked with its image. Guests could sample traditional Raclette cheese, while also trying fresh twists on classic dishes at the Swiss buffet. After being greeted by the traditional sound of Alphon horns along the red carpet, guests entered the tent to the jazz stylings of Swiss saxophonist Sam Burckhardt and his band. Also present were the flag throwers (or *Fahnenchwinger*) on the lawn. In fact, two the flag throwers at the Soirée Suisse were a father and son... a perfect example of how Swiss culture and traditions have been passed down from generation to generation.



Stay in touch with the Embassy of Switzerland. Follow us on our social media channels and subscribe to [our events newsletter](#).

[Manage](#) your preferences | [Opt Out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

2900 Cathedral Avenue | Washington , DC 20008 US

This email was sent to .

To continue receiving our emails, add us to your address book.

emma®